

ORDER



Orders
Order / Rev: 69320
Alt Order #: /Brad
Product Desc: David Freed for AG
Estimate:
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Brabender Cox Mihalke
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Freed/R/Attorney General
Demographic: A35+
Product Codes: State Attorney General
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	9	\$8,480.00	\$7,208.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	9	\$8,480.00	\$7,208.00	0.00
Totals	9	\$8,480.00	\$7,208.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	28%	\$8,480.00
Market	100%	\$30,285.71

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$21,805.71
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/02/12	11/06/12	M-F 6a-7a News CBS 21 News at 6a	CM	6a-7a	MT--F--	:30	1	\$120.00	P-2	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$120.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$120.00		0.00			
N 2	WHP	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7a-9a	-T-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$75.00		0.00			
N 3	WHP	11/02/12	11/02/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,800.00		0.00			

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Advertiser: Freed/R/Attorney General
 Product Desc: David Freed for AG
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	11/02/12	11/02/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N 4	WHP	11/03/12	11/03/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$350.00		0.00			
N 5	WHP	11/03/12	11/03/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	:30	1	\$895.00	P-2	0.00	NM	1	\$895.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$895.00		0.00			
N 6	WHP	11/04/12	11/04/12	NFL RS Game Early NFL RS Game Early	CM	1p-4p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$2,000.00		0.00			
N 7	WHP	11/04/12	11/04/12	NFL RS Game Steelers NFL RS Game Steelers	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$3,000.00		0.00			
Totals														9	\$8,480.00